

THE FOURTH.

Today being the 4th of July no paper will be issued from this office. The APPEAL acknowledges the receipt of a keg of Klein's beer to sweeten the occasion.

SYSTEMATIC ADVERTISING.

The San Francisco Examiner is publishing a series of articles in each Monday's issue on advertising. They are well worth the attention of business men everywhere because they treat of the subject scientifically. We are sorry the Examiner has then copyrighted for some of them would have been extensively copied, and their usefulness in educating business men would have been increased. The subject is one not very well understood anywhere, and thousands of dollars are thrown away by the shrewdest men because they do not study the best and most effective methods of advertising. As a rule, all successful men advertise and as a rule it pays them something, because a poor advertisement is better than none. But advertising is being reduced to something like a science and everybody who tries to do business should be up with the latest ideas. In this connection we wish to say to advertisers in the APPEAL, particularly to drygoods men and grocers, that they do not change their advertisements often enough. They do not make it a rule to announce new stock and new lines of goods as they should. We are always willing to change your advertisements as often as you wish. In fact we prefer to do it, and if you will make it a rule to attend to this matter, you can soon accustom your patrons to watch for your announcements just as much as they do for the news.

THE RISING LAKE.

It is a curious thing that is now happening at Salton on the Colorado desert. Scientists long ago repeatedly proclaimed the fact that the desert was formerly a part of the Gulf of California, and it really begins to look as if the gulf had concluded to reclaim its own. The water which is now oozing through the desert land and forming a great lake is salt, and evidently comes from the ocean. The idea of flooding the desert from the gulf has long been discussed, and if nature should accomplish the feat she would only be anticipating the possible enterprise of man. That such an invasion of waters would be beneficial in its result is not doubted, as it would make this climate still more equable and moderate than it has heretofore been.

It will lower the temperature of Southern California, but it may also wipe out the Southern branch of the Central Pacific R. R., and compel the road for a while to do most of its business through the Nevada line. All in all, it may result in some unexpected complications, and no one knows where the end will be.

Some weeks ago an article on shapes in clouds appeared in the APPEAL. Some of our exchanges copied it and extolled it, and some insisted that the editor must have been drunk when it was written. The article was written by one of the "comps," the regular editor being away at the time. The comp, says he was perfectly sober when he wrote it.

The Examiner has once more opened war on Boss Buckley. It is to be hoped that it will not stop right in the midst of the work as it did two years ago. Buckley is a loathsome example and ought to be disposed of.

The big lake of salt water which has so suddenly appeared in the Colorado desert at Salton, is now about 50 miles long. Salton is 255 feet below sea level, and the rush of water probably comes from the ocean.

CARSON - OPERA - HOUSE.

John Piper, Manager.

TWO NIGHTS, COMMENCING SATURDAY, JULY 4

Russell's Dramatic Company

—INCLUDING—
MR. ALBERT HOSMER,
MISS HATTIE ROSS,
—AND A—
Company of Superlative Ability.Opening play, Matinee, July 4th,
Edwin Thomas' great comedy,

"THE BLACK FLAG"

Saturday night, July 4th,

"LYNWOOD."

Prices 50c and 75c. No extra. Children 25c. Secure seats at Arlington House. Matinee prices, 50c children 25c. No extra charge for reserving. Seats now on sale.

PROPOSALS FOR SUPPLIES.

THE BOARD OF DIRECTORS of the State Orphans' Home will receive sealed proposals for furnishing supplies (groceries and meats) for the said Home, for six months from July 1, 1891, to December 31, 1891. The said proposals will be received up to 1 o'clock P. M., June 30. All persons desiring to make proposals for furnishing said supplies or any part thereof, will, upon application to the Secretary of the Board or the Superintendent at the Home, be furnished with a full statement of all supplies required, and of all particulars pertaining thereto.

Oscar Rife,
Secretary of the Board,
Carson City, Nevada, June 23, 1891.

Hardware!

Groceries!

Stoves, Tinware, Wall Paper,
Paints and Oils.ALL KINDS OF
Hardware and Farming
Utensils

At Lowest Market Rates.

ALL KINDS OF
STAPLE AND FANCY
GROCERIES

JACOB MULLER,

Carson City, - - - Nevada.
my 28tfMEAT.
NEVADA MARKET.

Opposite Capitol. Carson, Nev.

GEORGE HARK - - - PROP.

THERE IS NO NECESSITY OF EATING anything but good meat. It can be found here.

Beef, Stall-fed,
Pork, Corn-fed,
Mutton, Grass-fed.—ALSO—
Head Cheese, Corned Beef
and Sausages.

He also has a GUINEY REFRIGERATOR, the best in the State, for keeping meats cool and fresh.

Prompt delivery to all parts of the city.

ANTHONY DIAS,
SUCCESSOR TO
KEYSER & ELROD.

Hay, Bran, Grain and Wood

AT REDUCED RATES.

FEED & STABLING

With extra care, and box stalls for horses

Parties will do well to enquire my prices before going elsewhere. Seed rye for sale at 2 cents per pound.

Great Reduction Sale

OF
BOYS' & CHILDREN'S
CLOTHING— JUST RECEIVED —
200 BOYS' SUITS

COMPRISING THE FINEST LINE OF

Sailor and Jersey Suits
EVER OFFERED.Sailor Suits Reduced to \$1 50 each.
Boys' School Suits to \$2 00 each.

A. BERGMAN'S

Arlington : House : Block, : Carson : City : Nevada.

THE
BULLION
AND
EXCHANGE
BANK

CARSON CITY, NEV.

Surplus \$25,000

Fully Paid up \$100,000

DIRECTORS.

Jacob Klein, President.

Evan Williams, Vice-President.

Trenmor Coffin.

T. R. Hofer, Sec. and Cashier.

Receive Deposits and Transact a General Banking Business.

Mining Stocks Bought and Sold.

BULLION BOUGHT

Bullion and Ore Assays Made.

A General Insurance Agency connected with the Bank.

MECHANICS' SHOE STORE.

Opposite the Capitol - - - Carson City, Nev.

Just Opened!

My rule is to sell goods for less profit than any other Shoe House on the Coast.

Ladies' French Kid Shoes, from \$2 50 to \$6.

Ladies' Bright Dongola, 11 to 2, \$1 25 to \$2 25.

Spring heel, same price.

Infants' Fine Shoes, 1 to 4, 50 cents.

Terrell Boots, \$5.

Gents' Kangaroo Shoes—the finest stock in the world to wear and easy on the feet—in all styles.

The Famous Oil-tanned School Shoe—can't rip—8 to 10, \$1 25; 11 to 2, \$1 50.

Ladies' Hand-sewed Low Shoes Below Cost.

Best Quality! Prices to Suit the Times!

Come, everybody, and see my goods and prices before buying your shoes elsewhere.

M. GILLIGAN,
Formerly of Carson and Virginia.

api2tf

1861. 1891
E. B. RAIL.

Carson, Nevada

IMPORTER AND DEALER IN.....

Hardware and Agricultural Implements

The Old Reliable House, where you can get Every thing you Want, and at Prices that will Make You Happy.

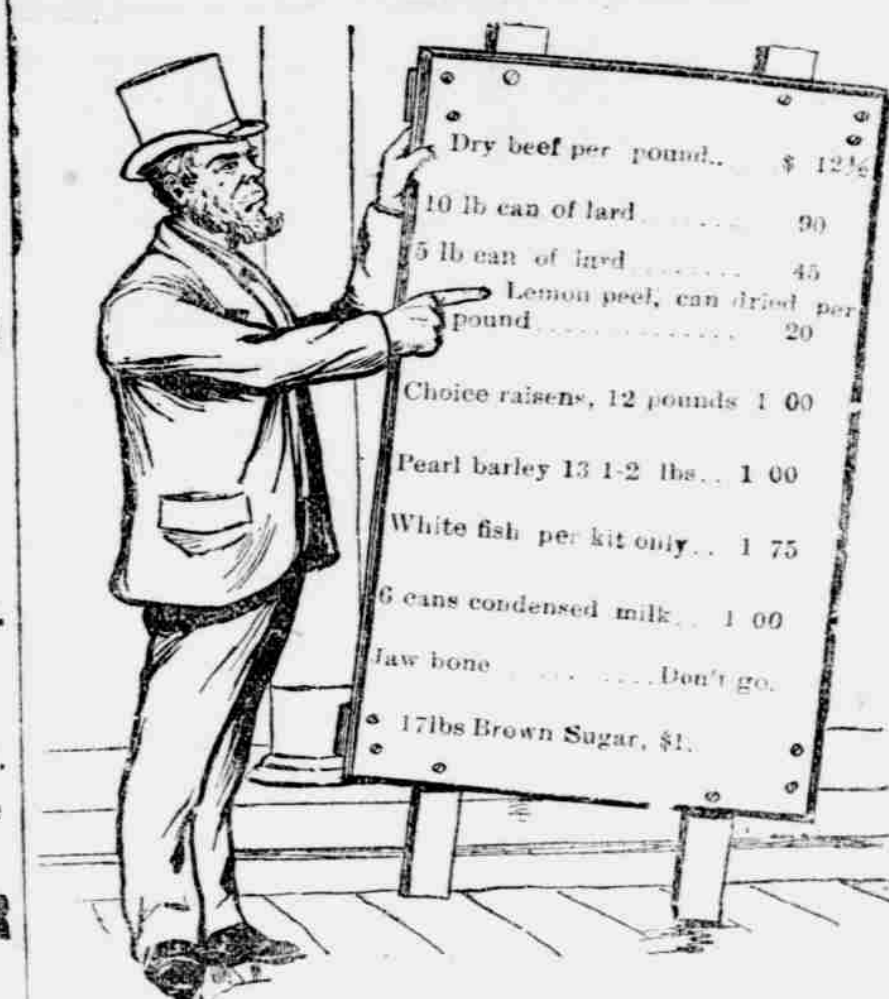
Hardware and shell goods, windows, doors, blinds, crockery, glassware, lamps and fixtures, table and pocket cutlery, stoves, tinware, redwood shingles, laths, chinaware, chandeliers, bar fixtures, fancy goods, silver and plated goods, nickel and plain agate ware, plain and stamped tinware, guns, pistols, powder, shot, cartridges, etc., bird cages, baskets, wood and willow ware, paints, oils, white lead, paint—fancy colors, varnish, paint brushes and brooms, castor oil and turpentine, fluid.

Benzine, coal oil, iron, steel, stone coal, twine, cord and wire, plows, reapers, mowers, binders, rakes, threshers, gas and water pipe, etc., sheet iron, galvanized wire, wagons, buggies, carts and backboards, painted fence wire, galvanized fence wire, blasting powder, wedges and sledges, pumps, hose and faucets, belting and rubber goods.

AGENT FOR—Champion machines, Buckeye and other machines, Oliver's Chilled Plows and other plows, Eureka Hose, Buck stoves, Medallion and Model Ranges, Heath & Milligan Points, Planet Jr. Horse Hoes, Cultivators and Seeders, and many other goods in my line. Will fill all special orders at low prices. Tinsmiths and plumbers constantly on hand to do work on short notice.

mch

How Does this Strike You?

TO BE HAD AT
Chas. H. Kelly's,

MILLER & CO.

Furniture of Latest Designs.

Bedroom Sets from \$40 up.

Mattresses from \$3 25 to \$40.

Dining Tables from \$1 25 up.

Bedroom & Parlor Sets to Order.

Upholstering a Specialty.

We carry mostly Oak Goods, and a Complete Line of Household Furniture. Opposite Postoffice. m26

CHAS. W. IRISH,
Civil Engineer, Surveyor and Consulting Engineer.

Will make Surveys of Mining Claims for Patent, and will do all kinds of above and below ground Surveys for Mines, including reliable Assays of the Ores of same.

He solicits orders for all such work, and for Hydraulic and Irrigation Surveys, and will do all work in the line of Surveying and Engineering. Only Good and Reliable instruments used. Address P O Box 546, Reno, Nev. a16

THE ST. CHARLES HOTEL.

The Two Popular Hotels, the St. Charles and Muller House.

Are now being run under one management.

And known as the St. Charles.

The accommodations and table will be of the best, and the Bar stocked with the best Wines, Liquors and Cigars in the market.

GILBERT BRIGGS, Prop. may6

Keep out of the grain on the Winnie Ranch. No shooting allowed on the premises. Mrs. E. G. Winnie. m12 1m

HOLSTEIN FRIESIANNS

LAKE SIDESTOCK FARM, has

THE ONLY COW
That has given 26,021 lbs. 2 ozs. of milk in one yearTHE ONLY FOUR-YEAR-OLD
that has given over 23,000 lbs. in one year.THE ONLY TWO-YEAR-OLD
that has given 18,484 lbs. 12 ozs. in one yearTHE ONLY HERD OF MATURE COWS
that has averaged 17,166 lbs. 1 oz. in one year.THE ONLY HERD OF TWO-YEAR-OLDS
that has averaged 12,409 lbs. 8 ozs. in one yearTHE ONLY TWO-YEAR-OLD
that made 16 lbs. 9 ozs. of butter in one week.THE ONLY HERD
in which 37 two-year-olds have averaged over 4 lbs. of Butter each in

Send for Catalogue, giving full records and addresses.

SMITHS, POWELL & LAMB,

SYRACUSE, N. Y.

Unprecedented demand for
MASTIFF
smoking
tobacco

Everybody is using it because it is the best

most desirable

package to carry.

Ask your dealer

FOR SALE EVERYWHERE